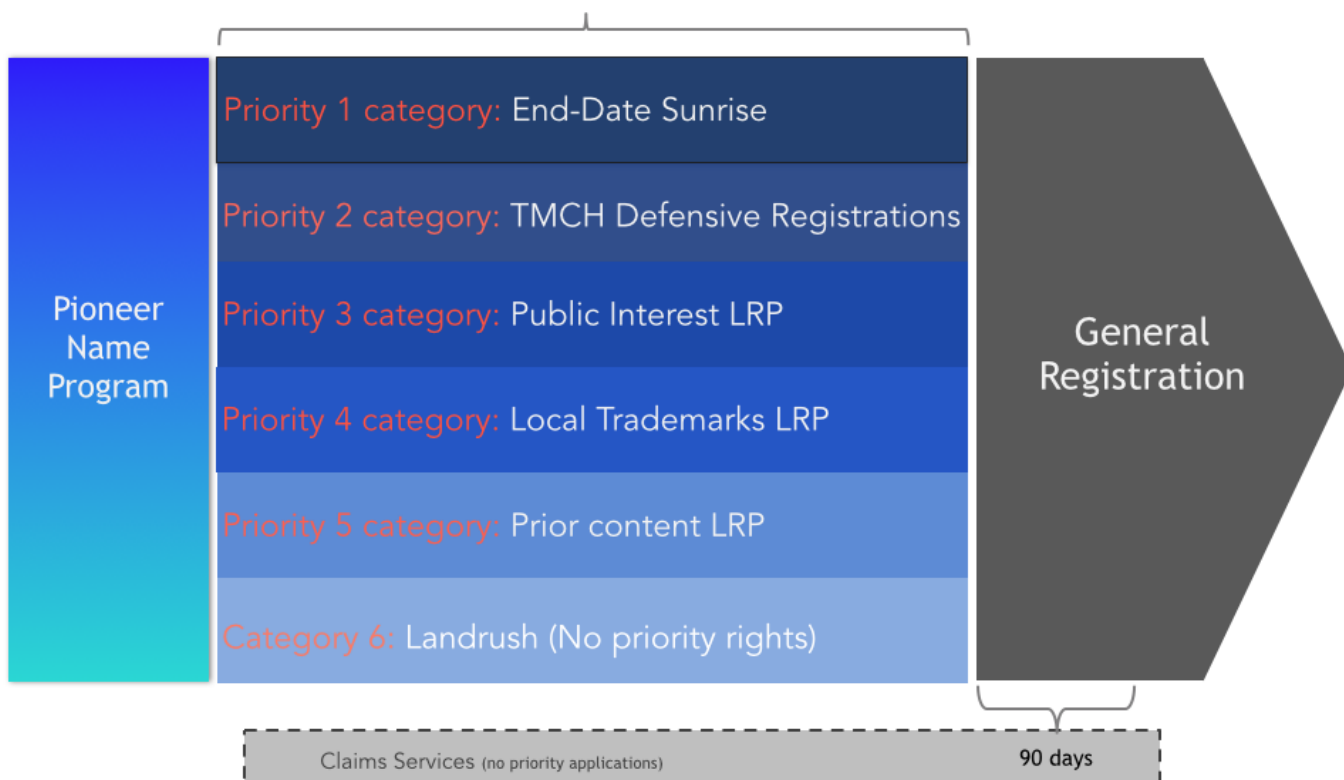




.gal Launch Plan Overview

Launch Phase

Applications for the 6 Categories will be submitted simultaneously. Registrations will be allocated at the end of this 64-day Launch Phase (71 days for the Public Interest LRP) according to their priority status.





Introduction:Nexus with the Galician Language and Culture

All registrations in the .gal TLD, regardless of their moment of registration, are restricted to bona-fide members of the Galician linguistic and cultural community. This community consists of those who use (or commit to use) the Galician language for their online communications, and/or promote the different aspects of Galician culture online, and/or intend to specifically address their online communications and services to that community. In particular, registrant’s use of the registered domain name must be:

- (i) generally accepted as legitimate; and
- (ii) beneficial to the cause and the values of the Galician linguistic and cultural community; and
- (iii) commensurate with the role and importance of the registered domain name; and
- (iv) in good faith at the time of registration and thereafter.

Pre-launch Phase: Pioneer Name Program

During the pre-launch phase, Registry Operator intends to conduct a Pioneer Program (subject to ICANN’s approval) for the purpose of promoting the .gal TLD. Registry Operator intends to select and allow registration of a maximum of ninety (90) domain names under this program (“**Pioneer Names**”). Such Pioneer Names will be selected by the Registry Operator from among the eligible expressions of interests received, based on a criteria of visibility, notoriety and commitment to the promotion of the .gal TLD.

Launch Phase

The Launch Phase for .gal will start on September 16th 13:00 UTC and will end on November 18th 13:00 UTC, except for the Public Interest LRP, which will end on November 25th. 13:00 UTC, followed by a cooling off period before the start of the General Availability period on December 2nd 13:00 UTC. During this 64 calendar day



period (71 days for Public Interest LRP), six types or “categories” of applications will be accepted: five categories for registrants with prior rights, and an additional one for applications without prior rights (Landrush). Applications for all these 6 categories will be accepted simultaneously and will be allocated at the end of this Launch Phase window according to the hierarchy of priority status of each category, while always requiring community nexus.

Each category will be completely allocated (i.e. accepted, rejected or sent to contention resolution) before any name on the next category is allocated. Each claim of priority will be individually and thoroughly validated by the Registry Operator. Self-declaration will not be sufficient.

The categories are the following, according to priority status (from top-priority to lesser priority):

- **Priority 1 Category: TMCH Sunrise:** end-date Sunrise for **TMCH-validated trademarks**.
- **Priority 2 Category: TMCH Defensive Registrations:** TMCH validated applications which do not comply with the .gal community based registration policies may opt for a defensive registration. This defensive registration will block the possibility to register the domain name by any potential third party applicant in the phases with lesser priority. Defensive registrations will not allow the activation of the domain in the DNS.
- **Priority 3 Category: Applicants with a specific vocation in promoting the Galician language and / or the Galician culture (pending ICANN approval):** This Launch Program is intended to allow legal entities and individuals, which have a specific vocation in promoting Galician language and/or Galician culture, including Public Administrations with competences in Galicia, to register: (i) their own **names** (including clear variations and/or abbreviations thereof), (ii) their **online services**, (iii) the same **domain names** registered by them in other TLDs and effectively used, and (iv) their **registered trademarks**.
- **Priority 4 Category: Local Trademarks Limited Registration Period:** Limited Registration Period for non TMCH-validated trademarks with effect in Galicia (i.e. Spanish trademarks, EU Community trademarks and WIPO International trademarks with effect in Spain) and (iii) geographical indications recognized by International, European Union, Spanish and/or Galician legislation.



- **Priority 5 Category: Prior online use Limited Registration Period:** Limited registration period intended to allow legal entities proving prior online communications in Galician (e.g. through a website, mailing list, blog...) to register (i) their official **names** (including clear variations and/or abbreviations thereof); and (ii) the same **domain names** registered by them in other TLDs and effectively used.
- **Landrush:** For registrants without priority rights.

Claims Services will be provided from day 1 of the Launch Phase (day 1 of the 64 simultaneous Launch Categories) until at least 90 days from the start of General Registration, that is, from September 16th 2014 until March 2nd 2015. .